

EXHIBIT 1



2015 HELMET LABORATORY TESTING PERFORMANCE RESULTS

TOP-PERFORMING GROUP



THE NFL, IN COLLABORATION WITH THE NFLPA, THROUGH THEIR RESPECTIVE APPOINTED BIOMECHANICAL EXPERTS, COORDINATED EXTENSIVE LABORATORY RESEARCH ON 17 HELMETS USED BY NFL PLAYERS TO TEST WHICH HELMETS BEST REDUCED HEAD IMPACT SEVERITY.

Helmets are listed in order based on their performance in the laboratory testing. The bar graph illustrates the performance of each helmet, with a shorter bar representing better performance. The helmets in the top group performed better and were statistically different from the helmets in the bottom group. Within the top-performing group of helmets, there was no statistically significant difference in performance. The information presented here is based solely upon the results of this research and the expert opinions of the scientists involved.

ALL HELMETS ARE CERTIFIED AS COMPLIANT WITH THE NATIONAL OPERATING COMMITTEE ON STANDARDS FOR ATHLETIC EQUIPMENT (NOCSAE) AND ARE THEREFORE PERMITTED FOR USE BY NFL PLAYERS. NO HELMET SYSTEM CAN COMPLETELY PROTECT AGAINST SERIOUS BRAIN AND/OR NECK INJURIES A PLAYER MIGHT RECEIVE WHILE PARTICIPATING IN FOOTBALL.

EXHIBIT 2



MEMORANDUM

TO: Equipment Managers
FROM: Dr. Jeff Crandall, Chairman Engineering Subcommittee
DATE: November 30, 2015
RE: Helmet Testing Study Supplement

On July 31, 2015, we sent you the results of the laboratory helmet testing conducted by the NFL in collaboration with the NFLPA through their respective biomechanical experts. You received a poster with helmets ranked by their performance and categorized into two groups.

Since that time, Schutt requested that two of its helmets which had not been a part of the original NFL and NFLPA evaluation process, the Schutt Air XP Pro VTD and the Schutt DNA Pro+, be tested as well. While we had no record of those-helmets being worn by NFL players last year, Schutt made the point that there has been misreporting of helmet usage with these two models.

In an effort to provide NFL players with the most information about their helmet options, we agreed to test the two Schutt models. The results are as follows:

1. The Schutt Air XP Pro VTD received a performance score of 2.68 and would place 1st in the helmet rankings
2. The Schutt DNA Pro+ received a score of 2.84 and would place 3rd in the helmet rankings

Thank you for your attention to this update. Please contact Jeff Crandall, Chairman of the Head, Neck and Spine Engineering Subcommittee, at 434-825-4747 with any questions.



2015 HELMET LABORATORY TESTING PERFORMANCE RESULTS

TOP-PERFORMING GROUP

Xenith Epic Varsity



Riddell Revolution Speed



Schutt Vengeance DCT



Xenith X2E



Schutt Vengeance VTD



Schutt Vengeance VTD II



Riddell SpeedFlex



Riddell Revolution Speed Classic



Riddell Revolution



Rawlings NRG Quantum



Rawlings NRG Tachyon



Rawlings Impulse +



Schutt AIR XP Pro (789102)



Riddell VSR-4



SG Varsity



Rawlings Impulse



Schutt AIR XP (789001)



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EXHIBIT 3

Testing of Schutt Air XP Pro VTD and Schutt DNA Pro+ Helmets

Memorandum by Jim Funk, PhD, PE

Scientific Coordinator for the Engineering Subcommittee

December 23, 2015

Introduction

At the request of Schutt, testing has been performed by Biokinetics on two additional helmet models: the Schutt Air XP Pro VTD and the Schutt DNA Pro+. While the NFL had no record of those helmets being worn by NFL players last year, Schutt made the point there has been misreporting of helmet usage with these two models in the surveys completed by equipment managers. In an effort to provide NFL players with the most information about their helmet options, we agreed to test the two Schutt models.

Methodology

The test methodology was identical to the previous testing of 17 helmet models conducted in June of 2015. The test apparatus consisted of a linear impactor which struck a helmeted Hybrid III dummy head. The head was attached via the flexible Hybrid III neck to a bearing slider. The impactor mass was 14 kg. It was fitted with a 35 mm thick vinyl nitrile foam pad and a hard domed nylon end cap with a 127 mm radius. In this way, the linear impactor represented the effective head, neck, and upper torso mass of a striking player leading with the helmet.

Test parameters were chosen to match the conditions of previously analyzed on-field concussive impacts in the NFL. Three impact speeds were chosen: 5.5 m/s, 7.4 m/s, and 9.3 m/s. 9.3 m/s represents the average closing speed in the previously analyzed helmet-to-helmet impacts, while 7.4 m/s and 5.5 m/s represent speeds one and two standard deviations below the mean, respectively. Eight impact locations were chosen: four on the helmet shell, two on the facemask, and two on the interface between the shell and the facemask. All helmets were tested with an Eye Glass and Oral Protection (EGOP) facemask or similar design and a soft chin strap. Two layers of nylon stockings were placed over the dummy's head in order to simulate a realistic level of friction between the head and helmet.

The 50th percentile male Hybrid III head was instrumented with 9 accelerometers in a 3-2-2-2 configuration. Outcome measures of interest were peak linear head acceleration, Head Injury Criterion (HIC), peak rotational head acceleration, peak rotational head velocity, and the combined metric (CM). The combined metric was an equal weighting of HIC, peak rotational head acceleration (α), and peak rotational head velocity (ω) normalized to the group average of each parameter:

$$CM = \frac{HIC}{HIC_{ave}} + \frac{\alpha}{\alpha_{ave}} + \frac{\omega}{\omega_{ave}}$$

The combined metric was developed in order to establish a relatively ranking in the performance of the original 17 helmets tested. For the current analysis, we incorporated the results from the additional two

Schutt helmets into the previous results and established new, slightly different normalization values for HIC_{ave}, α_{ave} , and ω_{ave} .

Results

The Schutt Air XP Pro VTD ranked first overall and the Schutt DNA Pro+ ranked third overall in terms of the combined metric (Table 1, Figure 1). The Air XP Pro VTD produced low measures in all of the head injury metrics examined at all test speeds and impact locations (Figure 2). The DNA Pro+ produced low measures in the rotational metrics and average measures in the linear metrics (Figure 1).

Table 1. Results of 2015 NFL helmet testing averaged across all test speeds and impact locations.

	Lin acc (g)	Rot acc (rad/s²)	Rot vel (rad/s)	HIC15	CM
Riddell Revo Speed Classic	65.3	4168	37.6	195	2.95
Riddell Revolution Speed	63.5	3970	36.5	194	2.86
Riddell Revolution	67.0	4453	37.9	196	3.03
Riddell SpeedFlex	63.6	4333	38.4	185	2.96
Riddell VSR-4	66.6	4317	39.8	219	3.15
Schutt Air XP	73.9	4284	40.5	243	3.28
Schutt Air XP Pro	72.1	4080	38.2	238	3.15
Schutt Vengeance DCT	65.8	3660	37.8	203	2.87
Schutt Vengeance VTD	66.0	3783	38.0	203	2.90
Schutt Vengeance VTD II	66.9	3887	38.0	208	2.95
Rawlings Impulse	70.3	4511	38.6	228	3.22
Rawlings Impulse +	67.8	4545	36.8	214	3.11
Rawlings Quantum	69.8	4210	36.7	221	3.06
Rawlings Tachyon	68.4	4519	36.7	217	3.11
Xenith Epic Varsity	67.8	3580	36.3	205	2.82
Xenith X2E	67.2	3899	36.3	204	2.89
SG Varsity	65.5	4235	41.4	218	3.17
Schutt DNA Pro +	66.7	3733	36.2	203	2.84
Schutt Air XP VTD	63.4	3613	35.1	182	2.68
Mean	67.3	4094	37.7	209	3.00

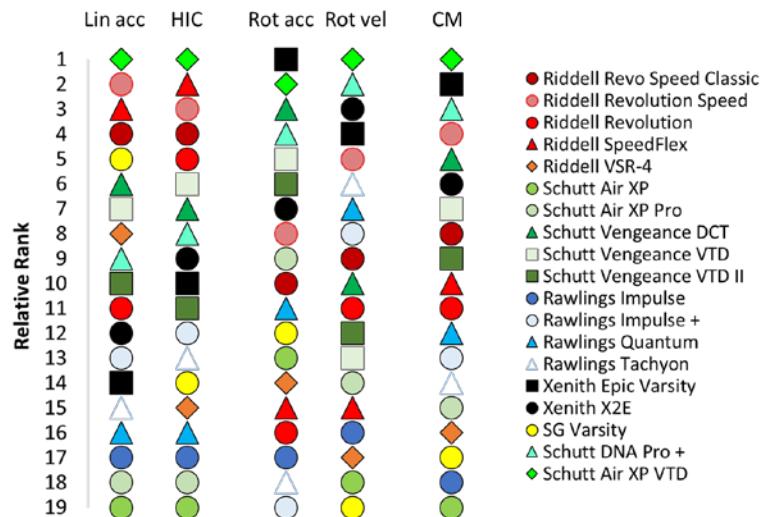


Figure 1. Relative ranking of each helmet by various metrics.

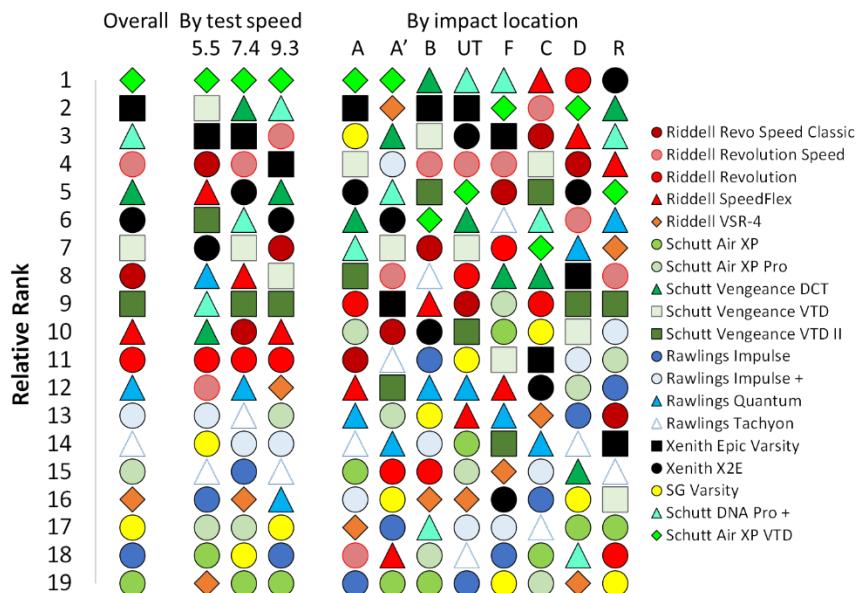


Figure 2. Relative ranking of each helmet according to the CM by test speed (m/s) and impact location.

EXHIBIT 4

From: Jim Funk <JFunk@biocorellc.com>

Date: December 23, 2015 at 3:41:50 PM CST

To: "Thad Ide (tide@riddellsports.com)" <tide@riddellsports.com>, Robert Erb <erb@SCHUTT-SPORTS.com>, "billsimpsondesigns@yahoo.com" <billsimpsondesigns@yahoo.com>, "chuggins@xenith.com" <chuggins@xenith.com>, "Hill, David" <DHill@rawlings.com>

Cc: "Crandall, Jeff Richard (jrc2h)" <jrc2h@eservices.virginia.edu>, "JeffMiller (Jeff.Miller@NFL.com)" <Jeff.Miller@NFL.com>

Subject: Additional 2015 helmet testing results

Dear helmet manufacturers,

Please see the attached memo regarding the updated results of our 2015 helmet testing program. You will receive another email regarding the next round of testing for 2016 shortly.

Please feel free to contact me with any questions or comments.

Thank you,
Jim

James Funk, PhD, PE
Scientific Coordinator, NFL Head, Neck & Spine Engineering Subcommittee
1621 Quail Run
Charlottesville, VA 22911
210-240-4237 (cell)

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EXHIBIT 5



(<http://www.prnewswire.com/>)

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Detroit-Based Xenith's EPIC Helmet Tops Performance Testing Coordinated By The NFL

- NFL distributes poster to all teams announcing results -



DETROIT, Aug. 26, 2015 /PRNewswire/ -- In conjunction with the National Football League's release of the *2015 Helmet Laboratory Testing Performance Results*

(<http://static.nfl.com/static/content/public/photo/2015/08/05/0ap300000506659.pdf>), Xenith (<http://www.xenith.com/>), which recently moved its headquarters and innovative manufacturing facility to Detroit, is proud to announce the Xenith EPIC helmet received the highest performance ranking of all evaluated helmets.

"We're thrilled that the NFL and the NFL Players Association have promoted additional testing to continue driving player safety education and we fully support comprehensive laboratory testing," said Joe Esposito, Xenith CEO. "Xenith's mission is to design, manufacture and supply the most technologically advanced helmets possible. We passionately believe that every athlete, on every level

of play from youth and high school to college and pro, should be wearing the best protection available. For Xenith to be named the number one helmet in a report published by the NFL will only make us more determined to lead by example."

The NFL, in collaboration with the NFLPA, through their respective appointed biomechanical experts, coordinated extensive laboratory research on 17 helmets used in the NFL to test which helmets best reduced head impact severity. According to the NFL, "the relative performance of helmets was evaluated under laboratory conditions that simulated open-field collisions in the NFL." The Xenith EPIC received the highest rating of all tested helmets and the Xenith X2E Varsity also placed among the top tier of the best performing group.

The NFL added that "importantly, this study is the first of its kind to account for rotational velocity and rotational acceleration in measuring the performance of the helmets." Both the Xenith EPIC and the Xenith X2E Varsity feature Xenith's Adaptive Head Protection®, which is designed to minimize sudden movement of the head. In an effort to help equipment managers and players make informed decisions with regards to their helmet choice, the NFL has distributed the research results (<http://static.nfl.com/static/content/public/photo/2015/08/05/0ap300000506659.pdf>) to all 32 NFL teams. The results can also be found on page 12 of the *2015 NFL Health and Safety Report* (<http://static.nfl.com/static/content/public/photo/2015/08/05/0ap300000506671.pdf>).

About Xenith

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(<https://twitter.com/xenithfootball>), Facebook (<https://www.facebook.com/xenith>), Instagram (<https://instagram.com/xenithfootball/?hl=en>) and YouTube (<https://www.youtube.com/user/XenithChannel>).

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Director of Marketing

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EXHIBIT 6



SHOP 4

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Home > Press Releases > Detroit-Based Xenith's EPIC Helmet Tops Performance Testing Coordinated By The NFL

DETROIT-BASED XENITH'S EPIC HELMET TOPS PERFORMANCE TESTING COORDINATED BY THE NFL

- NFL distributes poster to all teams announcing results -

DETROIT, August 26, 2015 – In conjunction with the National Football League's release of the [2015 Helmet Laboratory Testing Performance Results](#) (also pictured below), Xenith, which recently moved its headquarters and innovative manufacturing facility to Detroit, is proud to announce the Xenith EPIC helmet received the highest performance ranking of all evaluated helmets.

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[Detroit-Based Xenith's EPIC Helmet Tops Performance Testing Coordinated By The NFL](#)

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2015 HELMET LABORATORY TESTING PERFORMANCE RESULTS

TOP-PERFORMING GROUP



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EXHIBIT 7

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XENITH EPIC TOPS HELMET TESTING COORDINATED BY NFL

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HELMETS



EPIC

XFLEXION SHOULDER PADS



FACE MASKS



EXHIBIT 8

 **Xenith** @XenithFootball - 26 Aug 2015

BREAKING NEWS! **Xenith** EPIC helmet tops testing coordinated by the **NFL**.
Learn more: [#EPICNFL](http://bit.ly/epic-nfl)



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Chase Dawg @ChaseDawg2 - 26 Aug 2015

EXHIBIT 9

XENITH

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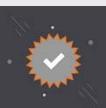
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XENITH EPIC TOPS
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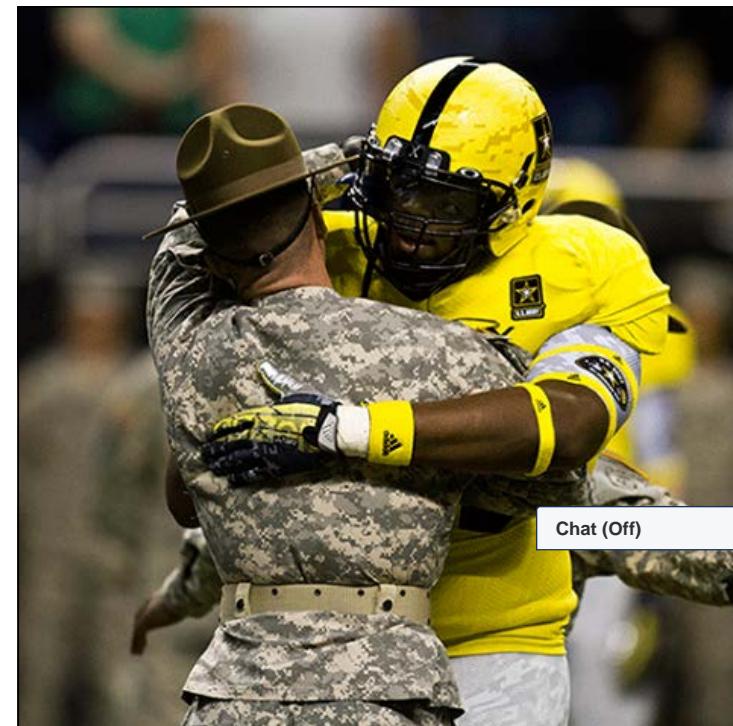
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EXHIBIT 10

Xenith EPIC Helmet
Tops Performance
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EXHIBIT 11



Xenith @XenithFootball - 26 Aug 2015

News so #EPIC, it's taking over Times Square! bit.ly/epic-nfl #EPICNFL



9



9



EXHIBIT 12



XENITH

August 27, 2015 ·

News so EPIC, it's taking over Times Square!

ICYMI: Xenith EPIC helmet tops testing coordinated by the NFL bit.ly/epic-nfl



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EXHIBIT 13



DETROIT-BASED XENITH'S EPIC HELMET TOPS PERFORMANCE TESTING COORDINATED BY THE NFL

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An Authorized Supplier of Helmets to the NFL

EXHIBIT 14



EXHIBIT 15



A photograph showing a display booth for Xenith football helmets. In the foreground, several helmets are displayed on a black stand, including a blue helmet with a camouflage pattern, a white helmet, a red helmet, and a black helmet. Behind the stand, a large sign reads "XENITH EPIC TOPS HELMET TESTING COORDINATED BY THE NFL". The sign also includes a chart titled "NFL HELMET LABORATORY TESTING PERFORMANCE RESULTS" comparing various helmet models across different impact categories. The background shows an indoor sports facility with a basketball hoop and a net.

Xenith @XenithFootball · 2 Dec 2015

We're open for business at today's @CoachesCornerSG Football Show!

Coaches Corner

5 · 11 · ...

EXHIBIT 16



2015 HELMET LABORATORY TESTING PERFORMANCE RESULTS

TOP-PERFORMING GROUP



THE NFL, IN COLLABORATION WITH THE NFLPA, THROUGH THEIR RESPECTIVE APPOINTED BIOMECHANICAL EXPERTS, COORDINATED EXTENSIVE LABORATORY RESEARCH ON 17 HELMETS USED BY NFL PLAYERS TO TEST WHICH HELMETS BEST REDUCED HEAD IMPACT SEVERITY.

Helmets are listed in order based on their performance in the laboratory testing. The bar graph illustrates the performance of each helmet, with a shorter bar representing better performance. The helmets in the top group performed better and were statistically different than the helmets in the bottom group. Within the top-performing group of helmets, there was no statistically significant difference in performance. The information presented here is based solely upon the results of this research and the expert opinions of the scientists involved.

ALL HELMETS ARE CERTIFIED AS COMPLIANT WITH THE NATIONAL OPERATING COMMITTEE ON STANDARDS FOR ATHLETIC EQUIPMENT (NOCSAE) AND ARE THEREFORE PERMITTED FOR USE BY NFL PLAYERS. NO HELMET SYSTEM CAN COMPLETELY PROTECT AGAINST SERIOUS BRAIN AND/OR NECK INJURIES A PLAYER MIGHT RECEIVE WHILE PARTICIPATING IN FOOTBALL.

EXHIBIT 17



Xenith @XenithFootball · 4h

Clinic Season. @GlazierClinics

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LIKES

10



1:42 PM - 26 Jan 2016 - Details



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